

Bang & Olufsen Returns to the Sound Environment after 20 Years!!

When the Sound Environment began business, one of the first brands we acquired was Bang & Olufsen of Denmark. At that time, Bang & Olufsen was just getting started in the United States, and we felt that the marvelous Danish design and functionality along with superior performance provided us with a product line that was very nicely attuned to the home.

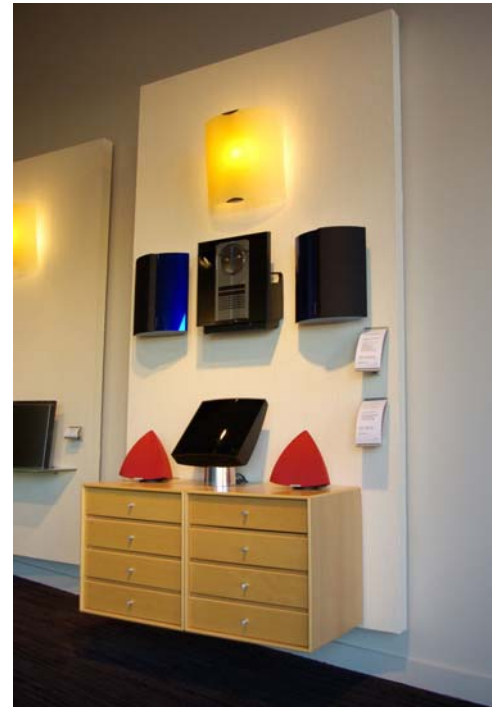
We established Bang & Olufsen in our area, and at one time were their largest dealer in the United States.

About 20 years ago Bang & Olufsen made the decision to sell exclusively through their own stores offering only B&O products. Recently, however B&O has allowed associated stores, so through an association with the Bang & Olufsen Store in Kansas City, we have been able to reintroduce

B&O in our stores and are the exclusive dealer for this region.

Bang & Olufsen has continued their tradition of producing products ranging from amazing TVs and compact audio systems to portable music systems and phones of exceptional design. All B&O products are user friendly and have great functionality along with very high quality, reliability and performance. They are indeed a pleasure to use.

This is a company that meets our criteria for quality of product, service, and support for dealers. We are very pleased to re-establish our connection with B&O and invite you in to the stores to enjoy this innovative and beautiful equipment. Please see a few examples on page 3, and come in to enjoy their products personally.



New front area in Omaha

The Sound Environment remodels!

Two purposes underly our recent remodel projects. One is to improve the displays in both stores so that you can more easily see and evaluate all the new products and systems we have. The second is to improve the sound in several of the rooms, to make them more home like. It is challenging to make a commercial space sound as good as a home environment. We should, however, certainly give you as good a representation as we can in our showrooms of what you can expect at home.

To that end in Lincoln we have improved the sound greatly in our main listening room. We have used custom designed products from the best acoustics company in the United States. Those we have selected are moveable so we can even bring them to your (continued on page 4)



New East showroom in the Omaha store

You don't have to be an expert to shop at The Sound Environment. We're ready to design a system for you or help you select a component that will integrate with your current system. Our service continues long after the installation is complete. Our 37 years in business is built on that philosophy. We make every effort to select suppliers that will stand behind their product and that make consistent product as well as high performance product. Please see, on page two, five manufacturers we have singled out for our highest accolades

The World's Best is Made in the United States

(<http://www.soundenvironment.com>)

The World's finest Speakers, Amplifiers and Cables are made in the United States by Wilson Audio, Aerial Acoustics, Boulder, conrad-johnson and Transparent Cable.

Well, I expect the headline on this page got your attention. As you know, there are a lot of ads that say, more or less, "our thing is the best (and by the way the cheapest, and, if you act immediately, you will get an additional discount)!" That is not our meaning. These five companies win our accolades because they have proven themselves to us many times.

There has been a lot of talk about how American products can't compete. Well, let me tell you they can! The five companies listed here are not just manufacturers we happened to pick up. We have known most of the leaders of these companies for years, if not decades. We know that these people care about what they do, they mean what they say, and they absolutely stand behind their products. We know that their products are consistent in performance and sound quality. We know that if a repair is needed, every unit in the field can, and will, be brought back to standards.

The result is that the end user (that's you) will get the best performance and the best service possible. These companies have always worked with us to see that this is true. We are extremely proud to be associated with them.

As you probably imagine, their products are not inexpensive, ranging from around \$100. for a pair of entry level Transparent cables to \$150,000 for a pair of Alexandrias, with many great values in between. For instance Aerial makes an absolutely great bookshelf speaker that is about \$2,000 a pair.

Just ask us and we will give you a demonstration of these products, more information about them, and how we can use them to enhance your experience of music and movies. Give us a call. We love to talk about this stuff! Please also visit our website and the websites of the various manufacturers. All of our staff are passionate about what we do. Our staff know that they are dealing with the best.

Shown below is a Transparent speaker cable. Transparent makes every type cable you need for your system. They also make the best power conditioners, an essential part of every high performance system.
www.transparentcable.com



The Wilson Audio Duette, Wilson's small speakers specifically voiced for use near walls or in-cabinet.

www.wilsonaudio.com
www.aerialacoustics.com



The Aerial Acoustics subwoofer is a very high performance, musical subwoofer with all the authority necessary for very high performance, powerful home theater.

At the right is the Aerial Model 7, excellent for music and home theater.



The ALEXANDRIA by Wilson Audio, the world's finest loudspeaker.



conrad-johnson makes several all tube preamplifiers and all tube or hybrid power amplifiers. At the left is the CT-5 all tube preamplifier.
www.conradjohnson.com

Below is the Boulder 1010 solid state preamplifier. Matching power amplifiers are available for all three Boulder preamplifiers.

www.boulderamp.com



High Performance Compact Systems and Speakers to Match

(<http://www.soundenvironment.com>)

Bang & Olufsen

Shown below are a few of Bang & Olufsen's offerings. B&O makes Intergrated Audio Systems, Televisions, Telephones, Headphones and other products for your home. All are innovative, easy to use and perform exceptionally well. Please visit their website and ours for more information and stop in to our stores for a first hand experience. B&O products truly must be experienced to be appreciated. www.bang-olufsen.com



The BeoSound 1 Audio System with tuner and CD player

All features and functions are operated simply and effectively via a row of buttons placed behind the curved wall at the top or using a Beo 4 remote control. The CD holder and FM antenna rise up instantly at the press of a button. To increase the radio signal further, the surface of the aluminium front serves as an additional aerial.

There's also a built-in timer, which makes BeoSound 1 an exclusive and effective alarm clock. You can also connect an external music player, such as BeoSound 2 or an iPod, directly to BeoSound 1.



Several color front panels are available and user replaceable.

The BeoSound 3200 stores 400 CDs



BeoCom 1, A8 Earphones, Earset 2, BeoCom 2

Get started with the Sound Environment now! \$799 will get you an entire system that is absolutely great for dorm room, office, den or anywhere you need a compact system.



This system includes the amazing new NAD C715 shown above. The C715 is only 8.5" wide, so will fit virtually anywhere and yet it includes an AM/FM Tuner and CD player. It also has a USB connection so it can send music files to your computer or get music files from your computer. NAD has two other single box solutions that cost a bit more than the \$500 C715 as well as a host of integrated amplifiers and separate CD players.

The speakers are the new Canton GLE 402 book shelf speakers available in Black, Beech, Cherry, Silver or Walnut. The speaker cable is Transparent 142 (up to a 10' pair).

This system normally sells for \$1020 but **now through January 30th you can buy it for only \$799!** Not only that, but if this isn't exactly what you want you can substitute other products we offer for the C715 or the Canton speakers. You can also upgrade to better Transparent cable and add power conditioning all at 20% off!

The NAD C715 in our \$799 system is just one of a whole group of new products that one might call digital music products. At the very least they have a USB input/output for music file sharing. Over the next few months we will be introducing at least two other components at higher performance levels and higher prices.

The Sonos Digital Music System adds features. It will connect to the internet and allow you to access Internet Radio, Rhapsody music service, Sirius etc. You can also plug your own system into a Sonos system and distribute your own music throughout your house. Only one small box needs to be connected to the internet. All others are



wireless. It is a bit more complicated than Sonos indicates and there are many innovative ways to install it. We can help you figure out exactly what you need and help you set it up. The system shown is about \$999, but different configurations are possible including non-Sonos product. The sound is adequate for background listening, such as bookshelf or in-ceiling speakers in a secondary room.

The concept embodied in the Sonos system makes us question investing in wiring your whole house for sound. In fact we now take a different approach to that whole issue. We use a combination of techniques to allow for potentially best sound and video to get where it needs to go and otherwise to see that background music issues can be dealt with later. Ask one of our consultants about how to save money on that if you are building a new house.

(stores remodel - continued from page 1)

home for demonstration. We have also improved the sound in our main Lincoln theater and installed a spectacular new Aerial speaker system in the room.

In Omaha we have torn out our old conference room and created an entirely new demonstration space. It has been designed to sound good - and it does. Come in and have a listen! In our main listening room we have installed better, more permanent, acoustic panels for a better look and superior sound.

We can work with and improve the sound in your home as well if you are interested. If you are building a new room, contact us first so that the room is dimensionally as good as possible. Charlie Santmire has studied acoustics as it pertains and is ready to help.

ABOUT OUR HOURS

At the right are our regular hours for each store.

Hours are intentionally limited so that we can meet with clients outside of regular hours at our showrooms or at our clients' homes.

If you would like an appointment set to your needs just give us a call.

ABOUT OUR SALE LIST

As products change we replace our display models. Often these products have full warranty. There are also usually a few trade ins listed. Often these prices are very low. If you are interested please call one of our consultants. You can also look at the entire list on our website

www.soundenvironment.com



New front area in the Lincoln store

THE SOUND ENVIRONMENT LOCATIONS, HOURS, STAFF
(<http://www.soundenvironment.com>)

OMAHA SHOWROOM

Noel Huff Senior Consultant
Joel Chandler Consultant
Jim Wichita Specialist Consultant

(402) 391-3842

Tuesday - Thursday 11:00 AM - 6:00 PM
Friday & Saturday 11:00 AM - 5:00 PM
Sunday & Monday Closed

ROCKBROOK VILLAGE
(108th and West Center Road)
11021 Elm Street
Omaha, NE 68144

E-mail (omaha@soundenvironment.com)

LINCOLN SHOWROOM

Gale Cooper Senior Consultant
Greg Bridge Consultant

(402) 423-3737

Tue. Wed. Thursday 11:00 AM - 7:00 PM
Friday 11:00 PM - 5:00 PM
Saturday 12:00 PM - 5:00 PM
Sunday & Monday Closed

HERITAGE PARK
(just North of Lazlo's)
Suite 101, 5600 South 59th St.
Lincoln, NE 68516

E-mail (lincoln@soundenvironment.com)

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